



## Some Guidelines & Laws for Backup

- IAS (International Accounting Standards)
- SOX (Sarbanes - Oxley Act of 2002)
- Basel I / Basel II
- HIPPA (Health Information & Privacy Protection Act)

## The Causes of Data Loss are High

- 44% Technical (under voltage, higher voltage, disc crashes, etc.)
- 32% Human Error (handling errors, theft, sabotage, etc.)
- 14% Software
- 7% Viruses (boot sector viruses, trojan, polymorph viruses)
- 3% Natural Disasters (lightning, fire, floods)

(\*Source: Gartner Research)

## Consequences of Data Loss

There are always enough reasons to give thought to data protection and data availability. Whether you're trying to prevent loss due to carelessness or a complete server failure, designing a strategy for data backup and recovery is part of every manager's legal and fiduciary responsibility. Sensitive data loss can lead at the very least to embarrassment and damage to a firm's reputation. It can impact profitability and interfere with the day-to-day conduct of your business, but serious corporate malfeasance can lead to expensive lawsuits, fines and even jail sentences.

# Backing Up is the Law

Data loss is more than just a technical problem, It is now legally mandated by many countries.

"The cost of data breach went up to \$ 7.2 million last year up from \$6.8 million in 2009 with the average cost per compromised record in 2010 reaching \$214, up 5% from 2009."

## Data Loss Facts

- ⊙ Average cost per data loss - \$7.2 Million



## Data Loss Costs by the Numbers

- ⊙ Negligence - 41%
- ⊙ Criminal or Malicious Activity - 31 % (up from 12% in 2009)
- ⊙ System Failure - 3rd Leading Cause of Data Loss

(\*Source: Ponemon Institute - 2011)

For many companies, a comprehensive backup strategy just made common sense, now it makes economic sense. The average cost of data loss has climbed to \$214 per customer record.

- Ponemon Institute, 2011

The loss of customer information can mean loss of customer confidence and eventual customer loss. "The average business spends six times more to attract new customers than it does to keep old ones."

- Michael LeBeouf, Ph.D

*Organizational Excellence - A Culture of Discipline.*

Data backup is now proscribed by law in many countries and to ignore the obvious can be a costly oversight. If data is lost and there is no comprehensive strategy in place, insurance companies may refuse to pay a claim. However, a comprehensive data backup and recovery plan can alleviate liability issues and it can also be a life preserver for your business.